

APPENDICES

to Report No. A-3
Series No. 3

"The U.S. 'Space Unlimited' Exhibit
at the Berlin Fair, 1956"

(October 24, 1956)
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RESEARCH STAFF
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I N T R O D U C T I O N

This appendix contains additional material pertaining to Report A-3, Series No. 3, "The U.S. 'Space Unlimited Exhibit' at the Berlin Fair, 1956."

Two types of material will be found in the following pages. In Appendix "A" will be found the statistical breakdowns of the various answer categories to the questions used in the survey. Appendix "B" contains the verbatim comments given for liking a particular country pavilion best or least. This material which was omitted from the original report in order to keep it sizeable and easy to handle will furnish especially interested readers with valuable detailed information about attitudes and reactions of the various segments of the attendants at the 1956 West Berlin Industrial Trade Fair.

The reader is reminded that interviewing was conducted for the entire duration of the Fair - namely from September 16th through September 30th, 1956.

A P P E N D I X A

Statistical Breakdowns

Section I - Attendance

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Have you decided yet which of the pavilions and exhibitions listed on this card you are going to visit?"
(CARD)

IF "Have decided":

"Which have you already decided to visit?"

	<u>Marshall House</u>	<u>Others</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Fair Exit</u>	63%	10%	27%..100%	600
<u>Sex:</u>				
Men	67	9	24	375
Women	58	9	33	225
<u>Education:</u>				
Elementary school	63	7	30	352
Beyond elementary	64	12	24	248
<u>Age:</u>				
Up to 24 years	68	11	21	95
25 to 34 years	64	11	25	145
35 to 44 years	56	9	35	102
45 to 54 years	65	9	26	144
55 years and over	63	7	30	114
<u>Occupation:</u>				
Professionals	58	17	25	95
Businessmen	69	10	21	68
White-collar workers	64	10	26	147
Skilled laborers	73	4	23	100
Semi-skilled laborers	50	20	30	20
Domestic service	67	-	33	15
Farmers	67	-	33	6
Housewives	52	10	38	83
Pensioners; retired	65	-	35	37
Students; apprentices	69	7	24	29
<u>Visitors' Residence:</u>				
West Berlin	65	8	27	328
East Berlin	63	13	24	146
West Germany	63	8	29	24
East Zone	60	8	32	102

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?"
(CARD)

	<u>Marshall House visited</u>	<u>Not visited</u>	<u>No. of cases</u>
<u>Fair Exit</u>	29%	71%...100%	1001
<u>Sex:</u>			
Men	32	68	651
Women	22	78	350
<u>Education:</u>			
Elementary school	23	77	505
Beyond elementary	33	67	496
<u>Age:</u>			
Up to 24 years	34	66	228
25 to 34 years	22	78	172
35 to 44 years	23	77	214
45 to 54 years	33	67	211
55 years and over	30	70	176
<u>Occupation:</u>			
Professionals	36	64	151
Businessmen	20	80	93
White-collar workers	29	71	211
Skilled laborers	23	77	224
Semi-skilled laborers	32	68	40
Domestic service	19	81	32
Farmers	63	37	8
Housewives	21	79	144
Pensioners; retired	49	51	31
Students; apprentices	44	56	67
<u>Visitors' Residence:</u>			
West Berlin	29	71	577
East Berlin	24	76	206
West Germany	34	66	35
East Zone	31	69	183

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?"
(CARD)

IF "Marshall House not visited":

"Would you please tell me for what reasons you did not visit the American exhibition in the Marshall House? Didn't you get around to it, weren't you aware of it, or was this exhibition of too little interest for you?"

	Didn't get around to it	Wasn't aware of it	Too little interest	Too over- crowded	No opin- ion	Not asked	No. of cases
<u>Fair Exit</u>	21%	2%	5%	42%	1%	29%..100%	1001
<u>Sex:</u>							
Men	22	2	3	40	1	32	651
Women	20	5	7	45	1	22	350
<u>Education:</u>							
Elementary school	21	3	5	47	1	23	505
Beyond elementary	21	2	5	30	1	33	496
<u>Age:</u>							
Up to 24 years	19	3	5	38	1	34	220
25 to 34 years	26	2	6	44	-	22	172
35 to 44 years	24	2	3	46	2	23	214
45 to 54 years	18	3	6	40	*	33	211
55 years and over	22	2	4	42	-	30	176
<u>Occupation:</u>							
Professionals	21	3	5	34	1	36	151
Businessmen	25	3	3	48	1	20	93
White-collar workers	25	1	7	36	2	29	211
Skilled laborers	21	2	3	51	*	23	224
Semi-skilled laborers	5	5	3	52	3	32	40
Domestic service	20	12	3	30	-	19	32
Farmers	-	-	-	37	-	63	0
Housewives	22	3	0	46	-	21	144
Pensioners;retired	6	3	-	42	-	49	31
Students; apprentices	20	1	3	31	1	44	67
<u>Visitors' Residence:</u>							
West Berlin	22	2	6	41	*	29	577
East Berlin	20	2	4	49	1	24	206
West Germany	20	3	6	34	3	34	35
East Zone	21	6	2	37	3	31	103

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Have you decided yet which of the pavilions and exhibitions listed on this card you are going to visit?" (CARD)

IF "Have decided":

"Which have you already decided to visit?"

IF "America" named:

"What do you expect to see at this American exhibition in the Marshall House?"

	<u>Have knowledge</u>	<u>Have some knowledge</u>	<u>No knowledge</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Fair Entrance</u>	21%	5%	37%	37%..100%	600
<u>Sex:</u>					
Men	28	6	33	33	375
Women	12	3	43	42	225
<u>Education:</u>					
Elementary school	21	4	38	37	352
Beyond elementary	22	6	36	36	248
<u>Age:</u>					
Up to 24 years	22	6	40	32	95
25 to 34 years	27	2	35	36	145
35 to 44 years	22	5	29	44	102
45 to 54 years	17	6	42	35	144
55 years and over	20	7	36	37	114
<u>Occupation:</u>					
Professionals	23	3	32	42	95
Businessmen	22	10	37	31	68
White-collar workers	22	3	39	36	147
Skilled laborers	32	7	34	27	100
Semi-skilled laborers	25	-	25	50	20
Domestic service	7	-	60	33	15
Farmers	-	-	67	33	6
Housewives	8	1	43	40	83
Pensioners; retired	22	8	35	35	37
Students; apprentices	24	14	31	31	29
<u>Visitors' Residence:</u>					
West Berlin	23	6	36	35	328
East Berlin	20	3	40	37	146
West Germany	13	4	46	37	24
East Zone	23	5	32	40	102

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?"
(CARD)

IF "Marshall House not visited":

"Can you tell me what the exhibition in the Marshall House is called, or do you know what is shown there?"

	<u>Have know- ledge</u>	<u>Have some know- ledge</u>	<u>Have no know- ledge</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Fair Exit</u>	35%	5%	31%	29%...100%	1001
<u>Sex:</u>					
Men	39	5	24	32	551
Women	33	5	40	22	350
<u>Education:</u>					
Elementary school	30	4	35	23	505
Beyond elementary	37	5	25	33	496
<u>Age:</u>					
Up to 24 years	37	4	25	34	220
25 to 34 years	42	3	33	22	172
35 to 44 years	41	3	33	23	214
45 to 54 years	30	7	30	33	211
55 years and over	35	6	29	30	176
<u>Occupation:</u>					
Professionals	34	4	26	36	151
Businessmen	39	11	30	20	93
White-collar workers	41	3	27	29	211
Skilled laborers	30	4	35	23	224
Semi-skilled laborers	42	5	21	32	40
Domestic service	20	3	50	19	32
Farmers	-	-	37	63	0
Housewives	35	6	30	21	144
Pensioners; re- tired	36	10	7	49	31
Students; apprentices	31	3	22	44	67
<u>Visitors' Residence:</u>					
West Berlin	30	6	27	29	577
East Berlin	40	2	34	24	206
West Germany	40	3	23	34	35
East Zone	29	4	36	31	103

"Have you visited the exhibition here in the Marshall House today for the first time, or have you been here before? (How often?)"

	For the first time	Have been here before, once	Have been here before, two times	Have been here before, three times	Have been here be- fore, four times or more	No. of cases
<u>Marshall House</u>	96%	2%	1%	*%	1%..100%	400
<u>Sex:</u>						
Men	96	2	-	1	1	289
Women	93	2	3	-	2	111
<u>Education:</u>						
Elementary school	95	2	1	1	1	187
Beyond elementary	97	2	*	*	1	213
<u>Age:</u>						
Up to 24 years	98	-	2	-	-	64
24 to 34 years	96	1	-	1	2	110
35 to 44 years	100	-	-	-	-	55
45 to 54 years	93	4	2	1	-	84
55 years and over	95	3	-	-	2	87
<u>Occupation:</u>						
Professionals	95	3	-	1	1	86
Businessmen	100	-	-	-	-	23
White-collar workers	98	1	-	-	1	83
Skilled laborers	99	-	-	1	-	77
Semi-skilled laborers	95	5	-	-	-	20
Domestic service	100	-	-	2	-	8
Housewives	91	2	5	-	2	43
Pensioners; retired	96	4	-	-	-	25
Students; apprentices	94	-	3	-	3	35
<u>Visitors' Residence:</u>						
West Berlin	96	2	1	*	1	230
East Berlin	97	-	1	1	1	74
West Germany	100	-	-	-	-	12
East Zone	98	2	-	-	-	84

* Less than one half of one per cent.

"Have you visited the Fair today for the first time, or have you been here before? (How often)"

	For the first time	Have been here before, once	Have been here before, two times	Have been here before, three times	Have been here before, four times or more	No. of cases
<u>Fair Exit</u>	87%	4%	3%	3%	3%..100%	400
<u>Sex:</u>						
Men	85	4	4	4	3	276
Women	90	3	2	1	4	124
<u>Education:</u>						
Elementary school	93	2	2	2	1	172
Beyond elementary	83	5	4	4	4	228
<u>Age:</u>						
Up to 24 years	84	4	4	4	4	93
25 to 34 years	88	3	3	3	3	65
35 to 44 years	87	6	2	1	4	83
45 to 54 years	87	3	3	4	3	91
55 years and over	95	-	2	3	-	68
<u>Occupation:</u>						
Professionals	80	4	5	5	6	73
Businessmen	88	4	2	4	2	54
White-collar workers	89	1	3	4	3	73
Skilled laborers	86	5	5	2	2	86
Semi-skilled laborers	100	-	-	-	-	14
Domestic service	92	-	-	-	8	12
Farmers	100	-	-	-	-	1
Housewives	96	4	-	-	-	49
Pensioners;retired	93	-	7	-	-	15
Students;apprentices	73	9	-	9	9	23
<u>Visitors' Residence:</u>						
West Berlin	84	3	4	4	5	252
East Berlin	93	3	3	1	-	71
West Germany	79	7	7	7	-	15
East Zone	93	5	-	2	-	62

Section II - General Appraisal of the Exhibit

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

	<u>Better than expected</u>	<u>As expected</u>	<u>Dis- appointed</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	51%	30%	4%	15% . . 100%	400
<u>Sex:</u>					
Men	50	31	6	13	289
Women	52	28	-	20	111
<u>Education:</u>					
Elementary school	61	27	2	10	187
Beyond elementary	41	33	7	19	213
<u>Age:</u>					
Up to 24 years	39	38	11	12	64
25 to 34 years	46	36	3	15	110
35 to 44 years	53	29	2	16	55
45 to 54 years	50	27	5	18	84
55 years and over	65	20	2	13	87
<u>Occupation:</u>					
Professionals	40	31	8	21	86
Businessmen	57	13	4	26	23
White-collar workers	48	34	1	17	83
Skilled laborers	56	32	4	8	77
Semi-skilled laborers	70	25	-	5	20
Domestic service	50	50	-	-	8
Housewives	58	21	-	21	43
Pensioners; retired	68	20	-	12	25
Students; apprentices	37	43	14	6	35
<u>Visitors' Residence:</u>					
West Berlin	48	35	3	14	230
East Berlin	47	29	5	19	74
West Germany	46	18	9	27	12
East Zone	61	23	5	11	84

"What is your overall impression of the American exhibition here? Did you like it very well, well, fairly well, not so well, or not at all?"

	<u>Very well</u>	<u>Well</u>	<u>Fairly well</u>	<u>Not so well</u>	<u>Not at all</u>	<u>No. of cases</u>
<u>Marshall House</u>	79%	19%	2%	*%	~%..100%	400
<u>Sex:</u>						
Men	78	20	2	*	-	289
Women	83	16	1	-	-	111
<u>Education:</u>						
Elementary school	83	15	2	-	-	187
Beyond elementary	77	22	1	*	-	213
<u>Age:</u>						
Up to 24 years	76	20	2	2	-	64
25 to 34 years	69	29	2	-	-	110
35 to 44 years	83	15	2	-	-	55
45 to 54 years	85	15	-	-	-	84
55 years and over	87	11	2	-	-	87
<u>Occupation:</u>						
Professionals	77	21	2	-	-	86
Businessmen	74	26	-	-	-	23
White-collar workers	78	21	1	-	-	83
Skilled laborers	84	12	3	1	-	77
Semi-skilled laborers	95	5	-	-	-	20
Domestic service	87	13	-	-	-	8
Housewives	77	23	-	-	-	43
Pensioners;retired	92	8	-	-	-	25
Students;apprentices	66	31	3	-	-	35
<u>Visitors' Residence:</u>						
West Berlin	79	18	3	-	-	230
East Berlin	81	18	-	1	-	74
West Germany	73	27	-	-	-	12
East Zone	79	21	-	-	-	84

* Less than one half of one per cent.

"What is your overall impression of the Industrial Fair?
Did you like the Fair very well, well, fairly well, not
so well, or not at all?"

	<u>Very well</u>	<u>Well</u>	<u>Fairly well</u>	<u>Not so well</u>	<u>Not at all</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Fair Exit</u>	47%	38%	11%	2%	-	2%...100%	400
<u>Sex:</u>							
Men	44	40	11	3	-	2	276
Women	51	36	11	1	-	1	124
<u>Education:</u>							
Elementary school	54	35	8	2	-	1	172
Beyond elementary	41	42	13	2	-	2	228
<u>Age:</u>							
Up to 24 years	34	50	13	2	-	1	93
25 to 34 years	41	40	12	2	-	5	65
35 to 44 years	48	34	13	5	-	-	83
45 to 54 years	57	33	7	1	-	2	91
55 years and over	50	35	11	2	-	2	68
<u>Occupation:</u>							
Professionals	41	47	8	1	-	3	73
Businessmen	48	31	13	4	-	4	54
White-collar workers	37	49	12	1	-	1	73
Skilled laborers	47	40	9	2	-	2	86
Semi-skilled laborers	65	27	7	7	-	-	14
Domestic service	33	42	25	-	-	-	12
Farmers	100	-	-	-	-	-	1
Housewives	61	25	12	2	-	-	49
Pensioners;retired	80	13	7	-	-	-	15
Students;apprentices	31	52	13	4	-	-	23
<u>Visitors' Residence:</u>							
West Berlin	39	45	12	2	-	2	252
East Berlin	65	25	6	3	-	1	71
West Germany	53	20	20	7	-	-	15
East Zone	61	29	10	-	-	-	62

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of these exhibitions or pavilions left the best impression on you?"

	Marshall House <u>liked best</u>	British Pavilion <u>liked best</u>	<u>Others</u>	<u>No. of cases</u>
<u>Fair Exit</u>	14%	18%	68%..100%	1001
<u>Sex:</u>				
Men	16	17	67	651
Women	10	20	70	350
<u>Education:</u>				
Elementary school	10	19	71	505
Beyond elementary	18	16	66	496
<u>Age:</u>				
Up to 24 years	16	16	68	228
25 to 34 years	13	19	68	172
35 to 44 years	9	23	68	214
45 to 54 years	16	15	69	211
55 years and over	15	16	69	176
<u>Occupation:</u>				
Professionals	26	7	67	151
Businessmen	6	21	73	93
White-collar workers	12	22	66	211
Skilled laborers	10	19	71	224
Semi-skilled laborers	15	27	58	40
Domestic service	3	9	88	32
Farmers	37	-	63	8
Housewives	10	24	66	144
Pensioners; retired	19	10	71	51
Students; apprentices	21	13	66	67
<u>Visitors' Residence:</u>				
West Berlin	16	19	65	577
East Berlin	10	16	74	206
West Germany	11	14	75	35
East Zone	12	16	72	183

Section III - Reaction to Details of the Exhibit

"Still on the ground-floor you entered a lecture-room
with an illuminated globe - everybody had to stand -
do you remember this lecture?"

	<u>Yes, remember</u>	<u>No, don't remember</u>	<u>No. of cases</u>
<u>Marshall House</u>	98%	2%...100%	400
<u>Sex:</u>			
Men	99	1	209
Women	97	3	111
<u>Education:</u>			
Elementary school	97	3	187
Beyond elementary	99	1	213
<u>Age:</u>			
Up to 24 years	100	-	64
25 to 34 years	97	3	110
35 to 44 years	100	-	55
45 to 54 years	98	2	84
55 years and over	98	2	87
<u>Occupation:</u>			
Professionals	98	2	86
Businessmen	100	-	23
White-collar workers	100	-	83
Skilled laborers	97	3	77
Semi-skilled laborers	95	5	20
Domestic service	100	-	8
Housewives	95	5	43
Pensioners; retired	100	-	25
Students; apprentices	100	-	35
<u>Visitors' Residence:</u>			
West Berlin	99	1	230
East Berlin	98	2	74
West Germany	91	9	12
East Zone	99	1	84

"Still on the ground-floor you entered a lecture-room with an illuminated globe - everybody had to stand - do you remember this lecture?"

IF "Yes, remember":

"What did this lecture tell you?"

	<u>Clear compre- hension</u>	<u>Some compre- hension</u>	<u>No compre- hension</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Marshall House</u>	81%	3%	14%	2%..100%	400
<u>Sex:</u>					
Men	83	3	13	1	289
Women	76	4	17	3	111
<u>Education:</u>					
Elementary school	81	3	13	3	187
Beyond elementary	80	4	15	1	213
<u>Age:</u>					
Up to 24 years	82	2	16	-	64
25 to 34 years	79	4	14	3	110
35 to 44 years	83	4	13	-	55
45 to 54 years	83	1	14	2	84
55 years and over	80	6	12	2	87
<u>Occupation:</u>					
Professionals	83	3	12	2	86
Businessmen	83	-	17	-	23
White-collar workers	83	2	10	-	83
Skilled laborers	82	5	10	3	77
Semi-skilled laborers	80	-	15	5	20
Domestic service	87	-	13	-	3
Housewives	71	5	19	5	43
Pensioners; retired	76	4	20	-	25
Students; apprentices	74	3	23	-	35
<u>Visitors' Residence:</u>					
West Berlin	81	4	14	1	230
East Berlin	80	3	15	2	74
West Germany	82	-	9	9	12
East Zone	81	2	16	1	84

"Still on the ground-floor you entered a lecture-room with an illuminated globe - everybody had to stand - do you remember this lecture?"

IF "Yes, remember":

"In your opinion, was this lecture easy or difficult to understand for most of the people?"

	Easy to understand	Difficult to under- stand	No opinion	Not asked	No. of cases
<u>Marshall House</u>	83%	7%	8%	2%..100%	400
<u>Sex:</u>					
Men	85	5	9	1	239
Women	73	14	5	3	111
<u>Education:</u>					
Elementary school	81	10	6	3	107
Beyond elementary	84	5	10	1	213
<u>Age:</u>					
Up to 24 years	91	-	9	-	64
25 to 34 years	79	8	10	3	110
35 to 44 years	76	13	11	-	55
45 to 54 years	78	10	10	2	84
55 years and over	90	6	2	2	87
<u>Occupation:</u>					
Professionals	88	3	7	2	86
Businessmen	70	4	26	-	23
White-collar workers	83	11	6	-	83
Skilled laborers	88	3	6	3	77
Semi-skilled laborers	70	25	-	5	20
Domestic service	62	25	13	-	8
Housewives	74	14	7	5	43
Pensioners; retired	84	4	12	-	25
Students; apprentices	89	-	11	-	35
<u>Visitors' Residence:</u>					
West Berlin	83	7	9	1	230
East Berlin	79	11	8	2	74
West Germany	73	9	9	9	12
East Zone	89	4	6	1	84

"Up on the first floor, just after coming up the steps, there was a laboratory section with many electronic devices. Do you remember this part of the exhibition?"

	<u>Yes, remember</u>	<u>No, don't remember</u>	<u>No. of cases</u>
<u>Marshall House</u>	85%	15%	400
<u>Sex:</u>			
Men	90	10	209
Women	73	27	111
<u>Education:</u>			
Elementary school	80	20	187
Beyond elementary	89	11	213
<u>Age:</u>			
Up to 24 years	86	14	64
25 to 34 years	90	10	110
35 to 44 years	85	15	55
45 to 54 years	82	18	84
55 years and over	80	20	87
<u>Occupation:</u>			
Professionals	95	5	86
Businessmen	96	4	23
White-collar workers	81	19	83
Skilled laborers	86	14	77
Semi-skilled laborers	65	35	20
Domestic service	87	13	8
Housewives	72	28	43
Pensioners; retired	76	24	25
Students; apprentices	94	6	35
<u>Visitors' Residence:</u>			
West Berlin	86	14	230
East Berlin	85	15	74
West Germany	82	18	12
East Zone	83	17	84

"Up on the first floor, just after coming up the steps, there was a laboratory section with many electronic devices. Do you remember this part of the exhibition?"

IF "Yes, remember":

"What idea was expressed in this section?"

	<u>Clear-compre- hension</u>	<u>Some compre- hension</u>	<u>No compre- hension</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Marshall House</u>	32%	17%	36%	15%...100%	400
<u>Sex:</u>					
Men	39	19	32	10	209
Women	13	13	47	27	111
<u>Education:</u>					
Elementary school	26	16	30	20	107
Beyond elementary	37	10	34	11	213
<u>Age:</u>					
Up to 24 years	36	23	27	14	64
25 to 34 years	30	10	34	10	110
35 to 44 years	33	14	30	15	55
45 to 54 years	32	14	36	10	04
55 years	20	16	44	20	07
<u>Occupation:</u>					
Professionals	44	17	34	5	06
Businessmen	26	31	39	4	23
White-collar workers	26	16	39	19	03
Skilled laborers	36	21	29	14	77
Seni-skilled laborers	40	-	25	35	20
Domestic service	37	-	50	13	0
Housewives	12	12	40	20	43
Pensioners; retired	20	12	44	24	25
Students; apprentices	34	29	31	6	35
<u>Visitors' Residence:</u>					
West Berlin	27	10	41	14	230
East Berlin	34	14	37	15	74
West Germany	27	10	37	10	12
East Zone	44	10	21	17	04

"Do you remember that section of the exhibition which dealt with medical questions in the field of space flight?"

	<u>Yes, remember</u>	<u>No, don't remember</u>	<u>No. of cases</u>
<u>Marshall House</u>	79%	21%...100%	400
<u>Sex:</u>			
Men	81	19	289
Women	73	27	111
<u>Education:</u>			
Elementary school	73	27	187
Beyond elementary	84	16	213
<u>Age:</u>			
Up to 24 years	84	16	64
25 to 34 years	81	19	110
35 to 44 years	82	18	55
45 to 54 years	80	20	84
55 years and over	69	31	87
<u>Occupation:</u>			
Professionals	88	12	86
Businessmen	74	26	23
White-collar workers	83	17	83
Skilled laborers	75	25	77
Semi-skilled laborers	60	40	20
Domestic service	50	50	8
Housewives	70	30	43
Pensioners; retired	68	32	25
Students; apprentices	91	9	35
<u>Visitors' Residence:</u>			
West Berlin	80	20	230
East Berlin	70	30	74
West Germany	73	27	12
East Zone	84	16	84

"Do you remember that section of the exhibition which dealt with medical questions in the field of space flight?"

IF "Yes, remember":

"What do you think was the main idea of this section?"

	<u>Clear compre- hension</u>	<u>Some compre- hension</u>	<u>No compre- hension</u>	<u>Not asked</u>	<u>No. of cases</u>
<u>Marshall House</u>	62%	10%	7%	21%..100%	400
<u>Sex:</u>					
Men	65	11	5	19	209
Women	55	8	10	27	111
<u>Education:</u>					
Elementary school	57	10	6	27	187
Beyond elementary	66	11	7	16	213
<u>Age:</u>					
Up to 24 years	72	9	3	16	64
25 to 34 years	67	12	2	19	110
35 to 44 years	64	11	7	18	55
45 to 54 years	65	6	9	20	84
55 years and over	45	13	11	31	87
<u>Occupation:</u>					
Professionals	67	14	7	12	86
Businessmen	56	9	9	26	23
White-collar workers	71	11	1	17	83
Skilled laborers	58	12	5	25	77
Semi-skilled laborers	50	5	5	40	20
Domestic service	50	-	-	50	8
Housewives	51	7	12	30	43
Pensioners; retired	40	8	20	32	25
Students; apprentices	77	11	3	9	35
<u>Visitors' Residence:</u>					
West Berlin	59	11	10	20	230
East Berlin	57	13	-	30	74
West Germany	65	8	-	27	12
East Zone	74	8	2	16	84

"Some of the main sections of the exhibition are listed on this card. (CARD)

"Would you please tell me how interesting you thought the individual sections of the exhibition. Were they very interesting, only slightly interesting, or not interesting at all? How about Film?"

	Very interest- ing	Slightly interest- ing	Not interesting at all	No opin- ion	No. of cases
<u>Marshall House</u>	00%	19%	1%	78.10%	400
<u>Sex:</u>					
Men	77	22	1	-	209
Women	80	12	-	-	111
<u>Education:</u>					
Elementary school	80	11	1	-	107
Beyond elementary	73	26	1	-	213
<u>Age:</u>					
Up to 24 years	70	20	2	-	64
25 to 34 years	70	29	1	-	110
35 to 44 years	91	7	2	-	55
45 to 54 years	86	14	-	-	84
55 years and over	82	17	1	-	87
<u>Occupation:</u>					
Professionals	71	28	1	-	86
Businessmen	65	31	4	-	23
White-collar workers	87	13	-	-	83
Skilled laborers	83	16	1	-	77
Semi-skilled laborers	95	5	-	-	20
Domestic service	87	13	-	-	8
Housewives	86	14	-	-	43
Pensioners; retired	88	8	4	-	25
Students; apprentices	66	34	-	-	35
<u>Visitors' Residence:</u>					
West Berlin	80	20	-	-	230
East Berlin	78	21	1	-	74
West Germany	73	27	-	-	12
East Zone	84	14	2	-	84

"How about the Historical Section?"

	Very interest- ing	Slightly interest- ing	Not interesting at all	No opin- ion	No. of cases
<u>Marshall House</u>	30%	34%	11%	17%..100%	400
<u>Sex:</u>					
Men	37	30	11	14	209
Women	41	23	10	26	111
<u>Education:</u>					
Elementary school	42	32	7	19	107
Beyond elementary	35	36	14	15	213
<u>Age:</u>					
Up to 24 years	33	40	11	16	64
25 to 34 years	25	41	19	15	110
35 to 44 years	31	30	9	22	55
45 to 54 years	51	30	5	14	04
55 years and over	50	22	7	21	07
<u>Occupation:</u>					
Professionals	40	36	10	14	06
Businessmen	44	39	4	13	23
White-collar workers	29	37	19	15	03
Skilled laborers	36	36	8	20	77
Semi-skilled laborers	20	45	15	20	20
Domestic service	37	30	-	25	8
Housewives	49	16	9	26	43
Pensioners; retired	60	20	-	20	25
Students; apprentices	40	37	11	12	35
<u>Visitors' Residence:</u>					
West Berlin	40	35	9	16	230
East Berlin	36	31	11	22	74
West Germany	36	37	9	10	12
East Zone	36	34	16	14	04

"How about the Lecture Room?"

	Very interest- ing	Slightly interest- ing	Not interesting at all	No opin- ion	No. of cases
<u>Marshall House</u>	87%	10%	1%	2%..100%	400
<u>Sex:</u>					
Men	86	12	1	1	209
Women	91	6	-	3	111
<u>Education:</u>					
Elementary school	92	7	-	1	187
Beyond elementary	82	14	2	2	213
<u>Age:</u>					
Up to 24 years	82	16	2	-	64
25 to 34 years	81	15	1	3	110
35 to 44 years	90	2	-	-	55
45 to 54 years	89	8	1	2	84
55 years	89	9	1	1	87
<u>Occupation:</u>					
Professionals	78	18	2	2	86
Businessmen	100	-	-	-	23
White-collar workers	91	7	1	1	83
Skilled laborers	91	9	-	-	77
Semi-skilled laborers	95	5	-	-	20
Domestic service	100	-	-	-	8
Housewives	88	5	-	7	43
Pensioners; retired	92	8	-	-	25
Students; apprentices	71	26	3	-	35
<u>Visitors' Residence:</u>					
West Berlin	88	11	1	*	230
East Berlin	83	14	-	3	74
West Germany	82	9	-	9	12
East Zone	89	7	2	2	84

* Less than one half of one per cent.

"How about the Electronics Lab?"

	Very interest- ing	Slightly interest- ing	Not interesting at all	No opin- ion	No. of cases
<u>Marshall House</u>	47%	20%	5%	28%...100%	400
<u>Sex:</u>					
Men	54	22	3	21	289
Women	32	15	7	46	111
<u>Education:</u>					
Elementary school	43	17	5	35	187
Beyond elementary	51	23	4	22	213
<u>Age:</u>					
Up to 24 years	47	27	6	20	64
25 to 34 years	52	25	8	15	110
35 to 44 years	47	18	4	31	55
45 to 54 years	46	14	2	38	84
55 years and over	43	16	2	39	87
<u>Occupation:</u>					
Professionals	55	26	6	13	86
Businessmen	53	17	4	26	23
White-collar workers	44	23	2	31	83
Skilled laborers	53	17	4	26	77
Semi-skilled laborers	40	15	-	45	20
Domestic service	75	25	-	-	8
Housewives	23	12	12	53	43
Pensioners; retired	52	8	4	36	25
Students; apprentices	43	31	6	20	35
<u>Visitors' Residence:</u>					
West Berlin	45	19	5	31	230
East Berlin	47	22	4	27	74
West Germany	36	18	9	37	12
East Zone	56	23	2	19	84

"How about Medical Research?"

	<u>Very interest- ing</u>	<u>Slightly interest- ing</u>	<u>Not interesting at all</u>	<u>No opin- ion</u>	<u>No. of cases</u>
<u>Marshall House</u>	55%	18%	3%	24%..100%	400
<u>Sex:</u>					
Men	57	19	3	21	209
Women	51	14	3	32	111
<u>Education:</u>					
Elementary school	52	14	4	30	187
Beyond elementary	57	21	3	19	213
<u>Age:</u>					
Up to 24 years	56	23	2	19	64
25 to 34 years	55	23	5	17	110
35 to 44 years	54	20	4	22	55
45 to 54 years	62	12	2	24	84
55 years and over	48	10	2	40	87
<u>Occupation:</u>					
Professionals	63	20	3	14	86
Businessmen	43	22	-	35	23
White-collar workers	63	17	1	19	83
Skilled laborers	53	16	5	26	77
Semi-skilled laborers	45	10	10	35	120
Domestic service	37	13	-	50	8
Housewives	51	9	5	35	43
Pensioners; retired	36	16	-	48	25
Students; apprentices	57	31	3	9	35
<u>Visitors' Residence:</u>					
West Berlin	51	19	4	26	230
East Berlin	52	16	3	29	74
West Germany	64	9	9	18	12
East Zone	67	15	2	16	84

"How about the Stratoballon?"

	Very interest- ing	Slightly interest- ing	Not interesting at all	No opin- ion	No. of cases
<u>Marshall House</u>	43%	34%	11%	12%..100%	400
<u>Sex:</u>					
Men	44	36	0	12	209
Women	41	20	17	14	111
<u>Education:</u>					
Elementary school	42	34	11	13	107
Beyond elementary	45	33	10	12	213
<u>Age:</u>					
Up to 24 years	36	41	9	14	64
25 to 34 years	36	30	19	7	110
35 to 44 years	38	31	10	13	55
45 to 54 years	49	33	4	14	04
55 years and over	57	27	2	14	07
<u>Occupation:</u>					
Professionals	40	30	0	14	06
Businessmen	52	35	4	9	23
White-collar workers	44	37	6	13	03
Skilled laborers	41	29	14	16	77
Semi-skilled laborers	50	20	20	10	20
Domestic service	50	37	13	-	0
Housewives	39	20	21	12	43
Pensioners; retired	60	24	-	16	25
Students; apprentices	40	46	11	3	35
<u>Visitors' Residence:</u>					
West Berlin	43	35	11	11	230
East Berlin	46	29	7	10	74
West Germany	36	37	10	9	12
East Zone	45	35	10	10	04

"How about Rocket Models?"

	<u>Very interest- ing</u>	<u>Slightly interest- ing</u>	<u>Not interesting at all</u>	<u>No opin- ion</u>	<u>No. of cases</u>
<u>Marshall House</u>	71%	22%	4%	3%..100%	400
<u>Sex:</u>					
Men	77	19	1	3	209
Women	57	27	13	3	111
<u>Education:</u>					
Elementary school	73	10	6	3	107
Beyond elementary	69	25	3	3	213
<u>Age:</u>					
Up to 24 years	73	22	5	-	64
25 to 34 years	64	20	6	2	110
35 to 44 years	75	16	4	5	55
45 to 54 years	72	10	4	6	84
55 years and over	77	20	2	1	87
<u>Occupation:</u>					
Professionals	69	20	1	2	86
Businessmen	70	13	-	9	23
White-collar workers	65	29	2	4	83
Skilled laborers	81	13	5	1	77
Semi-skilled laborers	85	10	5	-	20
Domestic service	62	13	-	25	8
Housewives	49	20	10	5	43
Pensioners; retired	96	-	4	-	25
Students; apprentices	71	29	-	-	35
<u>Visitors' Residence:</u>					
West Berlin	70	22	4	4	230
East Berlin	74	22	3	1	74
West Germany	64	27	9	-	12
East Zone	76	16	4	4	84

"Some of the main sections of the exhibition are listed on this card.

"How understandable did you find what was shown in the Film Section - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	69%	31%	-	*...100%	400
<u>Sex:</u>					
Men	68	32	-	-	289
Women	72	27	-	1	111
<u>Education:</u>					
Elementary school	66	34	-	-	187
Beyond elementary	73	27	-	*	213
<u>Age:</u>					
Up to 24 years	66	34	-	-	64
25 to 34 years	64	36	-	-	110
35 to 44 years	73	27	-	-	55
45 to 54 years	74	25	-	1	84
55 years and over	73	27	-	-	87
<u>Occupation:</u>					
Professionals	70	30	-	-	86
Businessmen	57	43	-	-	23
White-collar workers	75	25	-	-	83
Skilled laborers	57	43	-	-	77
Semi-skilled laborers	75	25	-	-	20
Domestic service	75	25	-	-	8
Housewives	77	21	-	2	43
Pensioners;retired	76	24	-	-	25
Students;apprentices	71	29	-	-	35
<u>Visitors' Residence:</u>					
West Berlin	69	31	-	-	230
East Berlin	71	29	-	-	74
West Germany	73	18	-	9	12
East Zone	67	33	-	-	84

* Less than one half of one percent.

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Historical section - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly under-standable</u>	<u>No. opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	45%	34%	2%	19%...100%	400
<u>Sex:</u>					
Men	49	34	2	15	289
Women	34	33	4	29	111
<u>Education:</u>					
Elementary school	38	37	4	21	187
Beyond elementary	52	31	1	16	213
<u>Age:</u>					
Up to 24 years	46	34	-	20	64
25 to 34 years	38	38	5	19	110
35 to 44 years	43	33	-	24	55
45 to 54 years	52	32	2	14	84
55 years and over	49	31	2	18	87
<u>Occupation:</u>					
Professionals	52	35	1	12	86
Businessmen	43	44	-	13	23
White-collar workers	41	34	2	23	83
Skilled laborers	36	39	3	22	77
Semi-skilled laborers	50	25	5	20	20
Domestic service	37	25	13	25	8
Housewives	42	28	5	25	43
Pensioners;retired	48	32	-	20	25
Students;apprentices	60	31	-	9	35
<u>Visitors' Residence:</u>					
West Berlin	44	37	2	17	230
East Berlin	42	33	4	21	74
West Germany	64	27	-	9	12
East Zone	47	29	2	22	84

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Lecture Room - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	71%	25%	2%	2%...100%	400
<u>Sex:</u>					
Men	72	26	1	1	289
Women	66	24	5	5	111
<u>Education:</u>					
Elementary school	66	30	3	1	187
Beyond elementary	75	22	1	2	213
<u>Age:</u>					
Up to 24 years	74	25	1	-	64
25 to 34 years	63	31	4	2	110
35 to 44 years	80	16	4	-	55
45 to 54 years	70	26	-	4	84
55 years and over	74	24	-	2	87
<u>Occupation:</u>					
Professionals	78	21	-	1	86
Businessmen	79	17	4	-	23
White-collar workers	68	31	-	1	83
Skilled laborers	64	32	4	-	77
Semi-skilled laborers	75	15	10	-	20
Domestic service	50	50	-	-	8
Housewives	77	12	2	9	43
Pensioners; retired	68	28	-	4	25
Students; apprentices	71	29	-	-	35
<u>Visitors' Residence:</u>					
West Berlin	71	27	2	*	230
East Berlin	73	23	1	3	74
West Germany	82	9	-	9	12
East Zone	71	25	-	4	84

* Less than one half of one percent.

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Electronic Lab on the first floor - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	30%	28%	13%	29%...100%	400
<u>Sex:</u>					
Men	36	30	11	23	289
Women	14	23	18	45	111
<u>Education:</u>					
Elementary school	22	25	17	36	187
Beyond elementary	37	30	10	23	213
<u>Age:</u>					
Up to 24 years	35	28	17	20	64
25 to 34 years	32	35	16	17	110
35 to 44 years	29	25	13	33	55
45 to 54 years	29	25	8	38	84
55 years and over	27	21	12	40	87
<u>Occupation:</u>					
Professionals	36	38	13	13	86
Businessmen	39	17	18	26	23
White-collar workers	28	26	11	35	83
Skilled laborers	26	32	13	29	77
Semi-skilled laborers	30	20	5	45	20
Domestic service	13	37	50	-	8
Housewives	19	14	14	53	43
Pensioners; retired	28	20	12	40	25
Students; apprentices	43	23	14	20	35
<u>Visitors' Residence:</u>					
West Berlin	24	28	16	32	230
East Berlin	39	26	5	30	74
West Germany	37	27	-	36	12
East Zone	37	28	13	22	84

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Medical Research Section - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	41%	28%	5%	26%...100%	400
<u>Sex:</u>					
Men	43	31	3	23	289
Women	39	22	7	32	111
<u>Education:</u>					
Elementary school	34	28	6	32	187
Beyond elementary	47	29	3	21	213
<u>Age:</u>					
Up to 24 years	43	30	5	22	64
25 to 34 years	37	40	5	18	110
35 to 44 years	47	24	5	24	55
45 to 54 years	44	24	5	27	84
55 years and over	37	21	3	39	87
<u>Occupation:</u>					
Professionals	53	30	2	15	86
Businessmen	35	26	4	35	23
White-collar workers	43	34	2	21	83
Skilled laborers	31	31	8	30	77
Semi-skilled laborers	35	15	10	40	20
Domestic service	25	25	-	50	8
Housewives	40	16	9	35	43
Pensioners;retired	32	16	4	48	25
Students;apprentices	51	40	-	9	35
<u>Visitors' Residence:</u>					
West Berlin	39	31	4	26	230
East Berlin	44	20	3	33	74
West Germany	36	37	-	27	12
East Zone	49	28	6	17	84

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Stratoballoon Section - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	42%	36%	8%	14%...100%	400
<u>Sex:</u>					
Men	46	37	4	13	289
Women	32	31	20	17	111
<u>Education:</u>					
Elementary school	37	39	10	14	187
Beyond elementary	47	32	7	14	213
<u>Age:</u>					
Up to 24 years	44	26	14	16	64
25 to 34 years	37	38	14	11	110
35 to 44 years	38	40	7	15	55
45 to 54 years	48	33	4	15	84
55 years and over	44	39	2	15	87
<u>Occupation:</u>					
Professionals	42	34	8	16	86
Businessmen	52	39	-	9	23
White-collar workers	49	30	8	13	83
Skilled laborers	35	42	5	18	77
Semi-skilled laborers	45	30	10	15	20
Domestic service	25	62	13	-	8
Housewives	30	30	21	19	43
Pensioners;retired	36	48	-	16	25
Students;apprentices	57	31	9	3	35
<u>Visitors' Residence:</u>					
West Berlin	39	39	9	13	230
East Berlin	44	31	7	18	74
West Germany	46	36	-	18	12
East Zone	50	30	8	12	84

"Some of the main sections of the exhibition are listed on this card."

"How understandable did you find what was shown in the Rocket Models Section - very easy to understand, easy to understand or hardly understandable?"

	<u>Very easy to understand</u>	<u>Easy to understand</u>	<u>Hardly understandable</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	45%	37%	8%	6%...100%	400
<u>Sex:</u>					
Men	55	36	4	5	289
Women	34	40	20	6	111
<u>Education:</u>					
Elementary school	47	38	11	4	187
Beyond elementary	51	35	7	7	213
<u>Age:</u>					
Up to 24 years	44	45	11	-	64
25 to 34 years	42	41	13	4	110
35 to 44 years	44	42	7	7	55
45 to 54 years	57	25	5	13	84
55 years and over	58	34	6	2	87
<u>Occupation:</u>					
Professionals	52	34	6	8	86
Businessmen	61	30	-	9	23
White-collar workers	45	42	7	6	83
Skilled laborers	48	43	6	3	77
Semi-skilled laborers	60	30	10	-	20
Domestic service	25	37	13	25	8
Housewives	37	28	23	12	43
Pensioners;retired	52	40	8	-	25
Students;apprentices	57	34	9	-	35
<u>Visitors' Residence:</u>					
West Berlin	46	40	8	6	230
East Berlin	53	36	7	4	74
West Germany	55	36	-	9	12
East Zone	53	30	11	6	84

"Here again is a list of the sections of the exhibition. (CARB)
Which section did you like best?"

	<u>Film</u>	<u>Histo- rical section</u>	<u>Lecture Room</u>	<u>Electro- nics Lab</u>	<u>Medical research</u>	<u>Strato- balloon</u>	<u>Rocket models</u>	<u>All</u>	<u>None</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall-House</u>	20%	4%	44%	9%	6%	1%	11%	2%	-	3%...100%	400
<u>Sex:</u>											
Men	17	5	41	10	7	1	13	2	-	4	289
Women	28	3	53	5	3	1	4	2	-	1	111
<u>Education:</u>											
Elementary school	26	3	44	6	4	1	9	4	-	3	187
Beyond elementary	16	5	45	11	7	1	12	*	-	3	213
<u>Age:</u>											
Up to 24 years	19	5	37	12	8	-	16	-	-	3	64
25 to 34 years	22	5	42	11	5	-	14	-	-	1	110
35 to 44 years	18	2	56	7	4	4	4	2	-	2	55
45 to 54 years	19	5	44	7	4	2	11	6	-	2	84
55 years and over	23	5	44	6	6	-	7	2	-	7	87
<u>Occupation:</u>											
Professionals	12	7	46	13	7	-	12	1	-	2	86
Businessmen	17	9	57	4	-	-	4	-	-	9	23
White-collar workers	23	1	44	6	7	5	8	1	-	5	83
Skilled laborers	19	5	43	12	4	-	11	3	-	3	77
Semi-skilled laborers	50	-	35	5	-	-	10	-	-	-	20
Domestic service	12	-	50	25	-	-	13	-	-	-	8
Housewives	25	-	56	2	5	-	5	5	-	2	43
Pensioners; retired	24	8	44	4	4	-	8	4	-	4	25
Students; apprentices	17	6	29	11	11	-	23	3	-	-	35
<u>Visitors' residence:</u>											
West Berlin	20	4	47	8	6	1	9	2	-	3	230
East Berlin	23	3	41	7	3	-	15	1	-	7	74
West Germany	9	9	46	9	9	-	18	-	-	-	12
East Zone	22	6	40	11	6	1	12	2	-	-	84

* Less than one half of one per cent.

"Which section did you think particularly difficult to understand?"

	Histo- rical										No opinion	No. of cases
	Film	section	Lecture room	Electro- nics Lab	Medical research	Strato- balloon	Rockets models	ALL	None			
<u>Marshall-house</u>	<u>%</u>	<u>2%</u>	<u>2%</u>	<u>33%</u>	<u>7%</u>	<u>3%</u>	<u>6%</u>	<u>34%</u>	<u>-%</u>	<u>13%...100%</u>	400	
<u>Sex:</u>												
Men	*	1	1	29	8	2	5	39	-	15	289	
women	-	5	2	43	4	8	8	21	-	9	111	
<u>Education:</u>												
Elementary school	1	3	3	36	7	4	6	27	-	13	187	
beyond elementary	-	1	*	30	6	3	5	42	-	13	213	
<u>Age:</u>												
Up to 24 years	-	2	-	39	6	3	8	30	-	12	64	
25 to 34 years	-	1	2	27	5	6	7	40	-	12	110	
35 to 44 years	-	5	2	40	4	2	4	29	-	14	55	
45 to 54 years	1	2	2	30	11	1	5	34	-	14	84	
55 years and over	-	1	1	37	7	4	3	34	-	13	87	
<u>Occupation:</u>												
Professionals	-	-	-	23	10	5	6	46	-	10	66	
Businessmen	-	-	4	39	9	-	-	35	-	13	23	
White-collar workers	1	2	1	39	4	5	5	29	-	14	83	
Skilled laborers	-	1	3	32	5	1	9	33	-	16	77	
Semi-skilled laborers	-	5	-	30	15	10	10	15	-	15	20	
Domestic service	-	-	-	38	12	13	-	25	-	12	8	
Housewives	-	7	5	39	7	2	5	26	-	9	43	
Pensioners; retired	-	-	-	40	8	4	8	20	-	20	25	
Students; apprentices	-	3	-	31	-	-	-	57	-	9	35	
<u>Visitors' residence:</u>												
West Berlin	*	3	1	35	8	4	5	31	-	13	230	
East Berlin	-	1	1	37	3	3	8	32	-	15	74	
West Germany	-	-	-	27	9	-	-	27	-	37	12	
East Zone	-	-	1	24	7	5	4	49	-	10	84	

* Less than one half of one per cent.

"Which section offered the most new things as far as you are concerned?"

	<u>Film</u>	<u>Historical section</u>	<u>Lecture room</u>	<u>Electronics Lab</u>	<u>Medical research</u>	<u>Strato-balloon</u>	<u>Rockets models</u>	<u>All</u>	<u>None</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall-House</u>	11%	2%	24%	23%	10%	3%	15%	7%	*%	5%...100%	400
<u>Sex:</u>											
Men	11	2	19	26	11	3	19	4	*	5	289
Women	9	4	36	15	5	4	5	15	-	7	111
<u>Education:</u>											
Elementary school	12	3	25	17	9	2	16	10	-	6	187
Beyond elementary	10	2	22	29	10	4	14	4	*	5	213
<u>Age:</u>											
Up to 24 years	9	2	22	30	17	-	17	-	-	3	64
25 to 34 years	16	1	16	24	6	4	20	5	1	7	110
35 to 44 years	7	2	26	24	9	7	11	9	-	5	55
45 to 54 years	10	4	24	25	6	4	13	8	-	6	84
55 years and over	8	3	31	15	13	2	10	13	-	5	87
<u>Occupation:</u>											
Professionals	10	-	13	37	12	2	14	5	1	6	86
Businessmen	-	9	35	22	4	4	13	-	-	13	23
White-collar workers	13	-	24	18	11	5	15	9	-	5	85
Skilled laborers	12	5	21	28	12	1	14	4	-	3	77
Semi-skilled laborers	5	5	10	15	10	5	20	20	-	10	20
Domestic service	-	-	50	-	12	-	25	-	-	13	8
Housewives	14	-	44	9	5	-	5	16	-	7	43
Pensioners; retired	12	4	32	8	8	8	8	12	-	8	25
Students; apprentices	11	3	14	26	9	6	34	-	-	-	35
<u>Visitors' residence:</u>											
West Berlin	9	1	26	22	13	4	11	8	*	6	230
East Berlin	11	4	22	21	8	1	16	11	-	4	74
West Germany	-	9	9	37	-	-	27	9	-	9	12
East Zone	16	2	22	26	4	2	22	2	-	4	84

* Less than one half of one per cent.

"Which section would you like best to revisit?"

	<u>Film</u>	<u>Section</u>	<u>Lecture Room</u>	<u>Electronics Lab</u>	<u>Medical Research</u>	<u>Stereo-ballon</u>	<u>Rocket Models</u>	<u>All</u>	<u>None</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	14%	4%	20%	20%	10%	3%	11%	4%	1%	5%...100%	400
<u>Sex:</u>											
Men	12%	4%	27%	21%	10%	2%	14%	4	*	6	289
Women	20	4	34	18	8	4	2	6	1	3	111
<u>Education:</u>											
Elementary school	10	3	29	15	11	3	10	4	*	7	187
Beyond elementary	10	5	28	25	9	3	11	5	*	4	213
<u>Age:</u>											
Up to 24 years	12	5	23	27	11	2	12	3	-	5	64
25 to 34 years	15	4	26	18	10	3	16	1	1	6	110
35 to 44 years	9	-	38	15	18	4	7	2	2	5	55
45 to 54 years	14	5	26	20	6	4	10	9	-	6	84
55 years and over	15	5	32	21	6	3	6	7	-	5	87
<u>Occupation:</u>											
Professionals	9	5	22	29	7	4	14	7	-	3	86
Businessmen	4	-	44	13	9	4	9	-	-	17	23
White-collar workers	13	6	25	23	11	2	9	5	-	6	83
Skilled laborers	10	3	30	10	13	3	13	3	1	6	77
Semi-skilled laborers	40	10	20	-	15	5	10	5	-	5	20
Domestic service	13	-	37	13	12	-	25	-	-	-	6
Housewives	18	2	35	12	12	5	2	9	-	5	43
Pensioners; retired	10	-	40	12	8	-	4	4	-	8	25
Students; apprentices	24	-	26	31	6	3	17	-	3	-	35
<u>Visitors' Residence:</u>											
West Berlin	13	3	26	25	10	4	8	5	*	6	230
East Berlin	16	4	32	14	10	1	14	4	-	5	74
West Germany	-	4	27	-	9	-	37	9	-	9	12
East Zone	17	5	35	16	7	2	12	4	-	4	84

Less than one half of one per cent.

Section IV - Impact of the Exhibit

"What, do you believe, was the main purpose of the exhibition here in the Marshall House?"

	<u>Clear compre- hension</u>	<u>Some compre- hension</u>	<u>No compre- hension</u>	<u>No. of cases</u>
<u>Marshall House</u>	76%	19%	5%...100%	400
<u>Sex:</u>				
Men	75	19	6	289
Women	77	19	4	111
<u>Education:</u>				
Elementary school	77	17	6	187
Beyond elementary	76	20	4	213
<u>Age:</u>				
Up to 24 years	77	20	3	64
25 to 34 years	75	20	5	110
35 to 44 years	71	25	4	55
45 to 54 years	77	16	7	84
55 years and over	79	15	6	87
<u>Occupation:</u>				
Professionals	72	23	5	86
Businessmen	83	13	4	23
White-collar workers	82	14	4	83
Skilled laborers	79	14	7	77
Semi-skilled laborers	60	40	-	20
Domestic service	75	13	12	8
Housewives	74	19	7	43
Pensioners; retired	64	28	8	25
Students; apprentices	80	14	6	35
<u>Visitors' Residence:</u>				
West Germany	77	17	6	230
East Berlin	74	23	3	74
West Germany	73	18	9	12
East Zone	76	20	4	84

"Would you please tell me how much, approximately, you now know about what is going on in the field of space research. Do you now know very much more, much more, somewhat more, only a little more about it, or no more than before?"

	Very much more	Much more	Some- what more	Only a little more	No more than before	No opinion	No. of cases
<u>Marshall House</u>	20%	30%	34%	6%	2%	*%...100%	400
<u>Sex:</u>							
Men	25	29	36	7	3	*	289
Women	36	32	28	4	-	-	111
<u>Education:</u>							
Elementary school	37	34	28	1	*	*	187
Beyond elementary	21	26	39	10	4	-	213
<u>Age:</u>							
Up to 24 years	19	30	43	2	6	-	64
25 to 34 years	16	29	44	8	3	-	110
35 to 44 years	33	20	43	4	-	-	55
45 to 54 years	31	36	25	7	1	-	84
55 years and over	45	30	16	6	2	1	87
<u>Occupation:</u>							
Professionals	18	27	39	10	6	-	86
Businessmen	26	39	31	4	-	-	23
White-collar workers	28	35	29	6	1	1	83
Skilled laborers	31	29	31	8	1	-	77
Semi-skilled laborers	25	35	35	5	-	-	20
Domestic service	-	38	62	-	-	-	8
Housewives	42	37	21	-	-	-	43
Pensioners; retired	56	24	20	-	-	-	25
Students; apprentices	23	9	57	3	8	-	35
<u>Visitors' Residence:</u>							
West Berlin	28	29	36	6	1	*	230
East Berlin	27	27	32	7	7	-	74
West Germany	27	18	55	-	-	-	12
East Zone	31	34	28	5	2	-	84

* Less than one half of one per cent.

"Do you think that this exhibition overemphasized the merits of American space scientists, or were their merits presented as they really are?"

	<u>Over- emphasized</u>	<u>As they really are</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	2%	90%	8%...100%	400
<u>Sex:</u>				
Men	3	89	8	289
Women	-	95	5	111
<u>Education:</u>				
Elementary school	2	92	6	187
Beyond elementary	2	90	8	213
<u>Age:</u>				
Up to 24 years	3	92	5	64
24 to 34 years	5	90	5	110
35 to 44 years	2	85	13	55
45 to 54 years	1	91	8	84
55 years and over	-	92	8	87
<u>Occupation:</u>				
Professionals	1	88	11	86
Businessmen	4	83	13	23
White-collar workers	2	88	10	83
Skilled laborers	5	90	5	77
Semi-skilled laborers	-	100	-	20
Domestic service	-	100	-	-0
Housewives	-	98	2	43
Pensioners; retired	-	92	8	25
Students; apprentices	3	88	9	35
<u>Visitors' Residence:</u>				
West Berlin	2	90	8	230
East Berlin	4	89	7	74
West Germany	-	91	9	12
East Zone	1	92	7	84

"Which of the following statements comes closest to your attitude toward space research?" (CARD)

A-In space research science and technology are applied for peaceful purposes, and for the benefit of mankind.

B-Space research is a senseless human undertaking.

C-Space research is mainly a military matter and therefore can only develop into an evil for mankind.

D-Space research is only a new attempt of the Americans to demonstrate their technical superiority.

E-In order to prevent disputes between nations, space research should only be pursued on an international level.

No opinion

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Fair Entrance</u>	58%	5%	4%	3%	27%	3%...100%	600
<u>Sex:</u>							
Men	59	6	4	2	27	2	375
Women	57	4	5	4	27	3	225
<u>Education:</u>							
Elementary school	60	6	5	3	23	3	352
Beyond elementary	56	3	4	2	33	2	248
<u>Age:</u>							
Up to 24 years	58	2	1	4	32	3	95
25 to 34 years	59	3	5	3	27	3	145
35 to 44 years	64	3	4	-	27	2	102
45 to 54 years	54	10	5	4	26	1	144
55 years and over	61	4	5	1	26	3	114
<u>Occupation:</u>							
Professionals	54	1	5	2	36	2	95
Businessmen	64	9	6	1	19	1	68
White-collar workers	61	2	5	1	29	2	147
Skilled laborers	65	8	2	3	20	2	100
Semi-skilled laborers	35	-	5	-	50	10	20
Domestic service	46	-	7	20	27	-	15
Farmers	67	-	-	-	33	-	6
Housewives	56	8	5	2	25	4	83
Pensioners; retired	62	8	3	-	24	3	37
Students; apprentices	63	3	-	7	24	3	29
<u>Visitors' Residence:</u>							
West Berlin	61	6	3	2	26	2	328
East Berlin	58	3	6	3	25	5	146
West Germany	54	-	8	-	38	-	24
East Zone	57	4	3	3	32	1	102

"Which of the following statements comes closest to your attitude toward space research? (CARD)

- A - In space research science and technology are applied for peaceful purposes, and for the benefit of mankind.
- B - Space research is a senseless human undertaking.
- C - Space research is mainly a military matter and therefore can only develop into an evil for mankind.
- D - Space research is only a new attempt of the Americans to demonstrate their technical superiority.
- E - In order to prevent disputes between nations, space research should only be pursued on an international level."

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	60%	*%	2%	1%	35%	2%...100%	400
<u>Sex:</u>							
Men	57	*	2	1	30	2	209
Women	67	*	2	3	27	1	111
<u>Education:</u>							
Elementary school	56	1	2	2	37	2	107
Beyond elementary	63	-	1	1	33	2	213
<u>Age:</u>							
Up to 24 years	63	-	2	2	20	5	64
25 to 34 years	56	-	2	1	40	1	110
35 to 44 years	63	2	2	-	33	-	55
45 to 54 years	54	-	1	4	40	1	84
55 years and over	64	1	2	-	29	4	87
<u>Occupation:</u>							
Professionals	50	-	1	-	35	6	86
Businessmen	70	-	-	-	30	-	23
White-collar workers	50	1	1	2	44	2	83
Skilled laborers	61	1	3	1	33	1	77
Semi-skilled laborers	50	-	-	-	50	-	20
Domestic service	75	-	-	-	25	-	8
Housewives	66	-	5	1	20	-	43
Pensioners; retired	60	-	4	-	20	-	25
Students; apprentices	66	-	-	3	31	-	35
<u>Visitors' Residence:</u>							
West Berlin	50	*	2	2	35	3	230
East Berlin	62	1	1	-	36	-	74
West Germany	55	-	-	-	36	9	12
East Zone	62	-	2	1	34	1	84

* Less than one half of one per cent.

"Do you have the impression that American space research mainly pursues warlike purposes or preaceful purposes?"

	Mainly warlike purposes	Mainly peaceful purposes	Both purposes (volunteered)	No opinion	No. of cases
<u>Fair Entrance</u>	13%	63%	18%	6%..100%	600
<u>Sex:</u>					
Men	13	61	21	5	375
Women	13	65	14	8	225
<u>Education:</u>					
Elementary school	11	67	18	4	352
Beyond elementary	17	56	19	8	248
<u>Age:</u>					
Up to 24 years	15	62	16	7	95
25 to 34 years	15	51	20	6	145
35 to 44 years	16	56	19	9	102
45 to 54 years	10	70	16	4	144
55 years and over	10	75	11	4	114
<u>Occupation:</u>					
Professionals	17	43	33	7	95
Businessmen	12	66	16	6	68
White-collar workers	14	65	14	7	147
Skilled laborers	12	70	14	4	100
Semi-skilled laborers	20	70	10	-	20
Domestic service	13	60	20	7	15
Farmers	-	83	-	17	6
Housewives	11	66	18	5	83
Pensioners; retired	5	73	22	-	37
Students; apprentices	17	49	24	10	29
<u>Visitors' Residence:</u>					
West Berlin	13	63	20	4	328
East Berlin	14	61	16	9	146
West Germany	21	37	29	13	24
East Zone	9	68	16	7	102

"Do you have the impression that American space research mainly pursues warlike purposes or peaceful purposes?"

	<u>Mainly warlike purposes</u>	<u>Mainly peaceful purposes</u>	<u>Both purposes (volunteered)</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>Marshall House</u>	5%	68%	19%	8%...100%	400
<u>Sex:</u>					
Men	4	67	22	7	209
Women	9	71	12	8	111
<u>Education:</u>					
Elementary school	4	73	16	7	107
Beyond elementary	6	64	22	8	213
<u>Age:</u>					
Up to 24 years	6	60	20	6	64
25 to 34 years	5	64	26	5	110
35 to 44 years	7	62	26	5	55
45 to 54 years	5	60	17	10	84
55 years and over	5	79	6	10	87
<u>Occupation:</u>					
Professionals	5	57	31	7	86
Businessmen	4	66	26	4	23
White-collar workers	4	63	22	11	83
Skilled laborers	4	76	12	8	77
Semi-skilled laborers	5	75	20	-	20
Domestic service	13	87	-	-	8
Housewives	14	70	7	9	43
Pensioners; retired	4	80	8	8	25
Students; apprentices	3	71	20	6	35
<u>Visitors' Residence:</u>					
West Berlin	5	67	20	8	230
East Berlin	8	70	15	7	74
West Germany	9	55	18	10	12
East Zone	4	71	19	6	84

"In your opinion, to what extent is the United States of America willing to share the results of its scientific research with other nations: Very willing, somewhat willing, not particularly willing, or really not willing at all?"

	Very will- ing	Some- what will- ing	Not particu- larly will- ing	Really not will- ing at all	No opinion	No. of cases
<u>Fair Entrance</u>	45%	49%	2%	*%	4%..100%	600
<u>Sex:</u>						
Men	46	48	1	1	4	375
Women	44	51	2	-	3	225
<u>Education:</u>						
Elementary school	46	46	3	1	4	352
Beyond elementary	44	53	-	-	3	248
<u>Age:</u>						
Up to 24 years	37	59	1	1	2	95
25 to 34 years	34	60	3	1	2	145
35 to 44 years	50	45	-	-	5	102
45 to 54 years	50	43	1	-	6	144
55 years and over	56	37	3	-	4	114
<u>Occupation:</u>						
Professionals	37	60	1	-	2	95
Businessmen	56	43	-	-	1	68
White-collar workers	44	49	2	-	5	147
Skilled laborers	45	48	1	1	5	100
Semi-skilled laborers	40	50	5	5	-	20
Domestic service	33	53	7	-	7	15
Farmers	67	33	-	-	-	6
Housewives	50	46	2	-	2	83
Pensioners; retired	46	46	3	-	5	37
Students; apprentices	48	49	-	-	3	29

* Less than one half of one per cent.

"In your opinion, to what extent is the United States of America willing to share the results of its scientific research with other nations: very willing, somewhat willing, not particularly willing, or really not willing at all?"

	Very will- <u>ing</u>	Some- what <u>willing</u>	Not particu- larly will- <u>ing</u>	Really not will- <u>ing</u> at all	No <u>opinion</u>	No. of <u>cases</u>
<u>Marshall House</u>	55%	37%	2%	1%	5%...100%	400
<u>Sex:</u>						
Men	55	30	2	*	5	209
Women	54	36	3	1	6	111
<u>Education:</u>						
Elementary school	60	32	3	1	4	187
Beyond elementary	50	42	1	-	7	213
<u>Age:</u>						
Up to 24 years	45	45	2	-	0	64
25 to 34 years	50	46	2	-	2	110
35 to 44 years	52	44	-	-	4	55
45 to 54 years	60	30	2	-	0	84
55 years and over	66	23	3	2	6	87
<u>Occupation:</u>						
Professionals	47	49	1	-	3	36
Businessmen	52	44	-	-	4	23
White-collar workers	62	30	-	1	7	83
Skilled laborers	51	43	1	1	4	77
Semi-skilled la- borers	65	25	5	-	5	20
Domestic service	63	37	-	-	-	0
Housewives	50	30	5	-	7	43
Pensioners; retired	72	12	12	-	4	25
Students; apprentices	40	43	-	-	9	35
<u>Visitors' Residence:</u>						
West Berlin	51	40	3	1	5	230
East Berlin	59	37	-	-	4	74
West Germany	64	27	-	-	9	12
East Zone	61	31	1	-	7	84

* Less than one half of one per cent.

A P P E N D I X B

Reasons for liking particular
country pavilion best.

Reasons for liking particular
country pavilion least.

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked the American pavilion best":

"What was it that particularly impressed you in the American pavilion? What did you like most there?"

Fair exit
(1001)

I liked everything:

1%

The illustration of space and rocket research (general answers):

7

"All problems of space research are very clearly presented at this exhibition."

"This exhibition in the American pavilion was the most interesting of all because it gave a deep insight into modern space research."

"It is so thrilling to see what's awaiting us. One day we'll undertake tours to the moon and Mars."

"This exhibition helps to make space research clear to you. By the way, the Marshall House has always been the most interesting pavilion at the Industrial Fair."

The instructive models (of rockets, satellites etc.):

4

"As a veteran who worked on the V-1, I found the model of the space rocket the most attractive exhibit."

"I was particularly impressed by the mock-ups of space flight instruments."

"The model of the earth satellite and the film showing made everything so graphic and clear."

The film showings:

4

"The films were most interesting, for they showed pictures shot in 40 km-altitude. That was really something entirely new."

"The films made the exhibits easier to understand."

"I particularly liked the film about test pilots."

Other answers:

2

"The pilot's outfit was what interested me most."

"I felt that the illustrations were nearly perfect."

18%[@]

* Less than one half of one percent.

@ Some respondents gave more than one answer.

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked France best":

"What was it that particularly impressed you in the French pavilion? What did you like most there?"

Fair exit
(1001)

Aircraft construction and airplane models:

5%

"Their achievements in the field of aircraft construction are overwhelming."

"The airplane exhibition is really great. One would never have thought that France would be able to accomplish something like that."

"French aircraft construction has made good progress. It's really surprising."

The machines generally:

2

"I was very much impressed by the turbines."

"I was very much impressed by the many technical exhibits. I found the turbines very interesting."

"Since my field of interest is turbojets, I was very much interested in this exhibition."

Other answers:

*

"The fine glass and crystalware, that's what I liked best."

7%

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked England best":

"What was it that particularly impressed you in the British pavilion? What did you like most there?"

Fair exit
(1001)

I liked everything:

1%

The representation of the English landscape:

10

"One gets a good impression of the English landscape. Walking through the pavilion was like a promenade through England."

"I liked the lawns and the English landscape best."

"The lawns and gardens are very decorative. They are typical of England, at least I think so from what I've seen in pictures."

"One gets an overall impression of England. The English wood is represented in a lovely way."

The hotel model:

6

"The charming country-house over there would tempt me to make a trip to England."

"The hotel appeared to be so cosy and comfortable."

"It was quite a different form of exhibition. They showed one half of a hotel."

"The hotel was typically English. It gave an insight into the English way of living."

The promotion of tourism:

4

"I was very much impressed by their way of inviting the attention of foreign tourists to come to England since I intend to go there too one of these days."

"Their methods of promoting tourism really were exemplary."

"I liked their approach toward the encouragement of the tourist traffic."

Other answers:

3

"I was very much impressed by their way of exhibiting technical devices."

"My husband is an Anglo-Saxon that's why I was mainly interested in this pavilion."

24%

@ Some respondents gave more than one answer.

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked the Canadian pavilion best":

"What was it that particularly impressed you in the Canadian pavilion. What did you like most there?"

LIST

Fair exit
(1001)

"The way they make propaganda for their country is very pleasant."

"The Canadian pavilion gave an authentic picture of the country, its people and habits."

"I plan to emigrate to Canada, that's why I'm particularly interested in the Canadian pavilion."

"I liked the whole set-up. It was plain but very agreeable. Each part was pleasant to look at."

"The Canadian pavilion was new and original."

"I think the Canadian pavilion the most interesting because it offered an insight into the Canadian way of living."

1%

IF "I liked Italy best":

"What was it that particularly impressed you in the Italian pavilion? What did you like most there?"

Fair exit

The shoes and other leather goods:

2%

"The styles and finishing of the shoes impressed me most."

"I like the Italian styles of shoes."

"There are shoes of solid quality."

The food and wine:

2

"I liked the tropical fruit and the wine most."

"I take a strong interest in good food and that's why I liked all the canned food and the bottles."

The textiles:

1

"I was most impressed by the textile show."

"I was particularly impressed by the well-cut clothes which were of good quality."

The clear and tasteful way of presentation:

1

"The textiles were arranged in a tasteful way."

"I liked the clear and decorative manner of presentation."

Other answers:

1

"One actually could see everything that is produced or manufactured in Italy. Besides you got an idea of what life is like over there."

"There were very nice pictures of Rome."

7%

@ Some respondents gave more than one answer.

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked the Belgian pavilion best":

"What was it that particularly impressed you in the Belgian pavilion? What did you like most there?"

LIST

Fair exit
(1001)

"I liked the crystal and glassware best."

"I particularly liked the way they've arranged things in their pavilion. I can't name individual objects."

"Nice leather articles and beautiful shoes were offered."

"I liked the whole set-up, but I can't tell you why."

"I particularly liked the products of the Belgian textile industry."

1%

IF "I liked the Dutch pavilion best":

"What was it that particularly impressed you in the Dutch pavilion? What did you like most there?"

Fair exit

The ship models:

1%

"I liked the displayed ship models best."

"The ship models particularly impressed me."

The textiles:

1

"Objects you wouldn't expect from a country of that size are displayed in the Dutch pavilion. The quality of the clothing material is surprisingly good."

"Dutch wool is exceptionally good, such qualities are unknown in Germany."

The aircraft models:

*

"I consider the mock-ups of planes the most impressive item in the Dutch pavilion."

"I was particularly impressed by the Dutch aircraft construction."

Other answers:

2

"The flower show was the nicest thing in the exhibition."

"I liked the antique furniture."

"The film showings impressed me, especially that about embankment constructions."

4%^a

@ Some respondents gave more than one answer.

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked Austria best":

"What was it that particularly impressed you about the Austrian exhibit? What did you like best there?"

LIST

Fair exit
(1001)

"The products on display give a very good idea of the industrial production of the country."

"I liked the clothes, shoes and other practical things, which we need so badly in the East, very much."

"I liked it best because it offered the largest variety. One could see such beautiful things which we've never known in the East Zone. There were beautiful clothes, textile goods and fruit."

"I am very much interested in costumes, which were very nice in the Austrian pavilion. There were beautiful photographs of landscapes, too."

"I liked the clothes and the chinaware very much."

"I liked the fancy goods, especially gloves."

"I liked it best because one gets an idea of the country and the people. All sectors of Austrian industry were also represented in this exhibition."

"I liked it best because I think Austria is a wonderful country, and those beautiful pictures of landscapes I saw there appealed very much to me."

"This small country arranged the whole display in such a simple and practical way."

29

IF "I liked the Pavilion of the Nations":

"What was it that particularly impressed you about the Pavilion of the Nations. What did you like best there?"

LIST

Fair exit

"I liked the shoes best of all."

"I was particularly impressed by the Japanese and Chinese cups and kerchiefs, because I have seen such things for the first time in my life."

"I liked the porcelain from Japan and the beautiful pearls most."

"It gave an overall impression of the products of the individual nations."

13

"Which of the pavilions and special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the best impression on you?"

IF "I liked the Spanish pavilion best":

"What was it that particularly impressed you in the Spanish pavilion? What did you like most there?"

Fair exit
(1001)

The advertising of wines and fruit:

1%

"The fruit and the wines were a pleasing sight."

"It is a good idea to let the visitors try the wines."

"The characteristic products of Spain, wines and fruit were displayed in such a nice way."

Other answers:

1

"The exhibition gave an impression of what life is like in Spain."

"I was only very much interested in this pavilion because my girlfriend told me a lot about Spain."

2%

IF "I liked the Swiss pavilion best":

"What was it that particularly impressed you in the Swiss pavilion? What did you like most there?"

Fair exit

The watches:

5%

"The clocks and watches were wonderful."

"The display of the smallest watch ever made was most interesting."

"I especially liked the watch exhibition."

The textiles:

5

"I liked the textiles they displayed the best."

"Swiss lace and material."

"The lace they offer is unique. Switzerland leads in lace-making."

The setup and decorations:

1

"You needn't walk along the glass showcases, but only stand in front of them. The displayed things pass before your eyes."

"The decorations were delightful."

Other answers:

1

"I especially liked the china and the crystal glassware."

"I liked the cut glass objects best."

12% @

@ Some respondents gave more than one answer.

"Which of the pavilions or special exhibitions listed on this card did you visit?

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?

IF "I liked the American pavilion least":

"Why did you like the American pavilion least?"

LIST

Fair exit
(1001)

"The exhibitors did a good job, there is no doubt about it, but there are more important things they should have displayed. Having seen this exhibition you can't help thinking that the American industry only engages in the making of moon-bound rockets and atomic bombs."

"It didn't offer fundamental innovations in the field of rocket research. The exhibits they show are based on the former German rocket V 2."

"Exhibits of this kind are not suited for an industrial fair. One wants to see consumer goods, not national propaganda. The Americans only want to demonstrate how clever they are and what they have brought about."

"The exhibits look so unreal. They are not in my line."

"These phantastic exhibits make no sense to me. Trips to the moon are utopian."

"I'm very interested in rocket research and know something about it. Some of these American exhibits are already outdated. The whole exhibit was poor and not devoted to peace, but meant to demonstrate America's power. I didn't like that."

1%

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the French pavilion least":

"Why did you like the French pavilion least?"

Fair exit

Too much stress was laid on technical exhibits:

3%

"The French pavilion offered too many technical things, machines and so on."

"There were too many machines and they are beyond me."

"The French exhibition was meant for technicians in the first place."

I am not interested in aircrafts:

1

"The aircraft model was too technical for me."

"The airplane was meant for men. That doesn't interest me very much."

I am not interested in maps:

1

"Maps have little interest for me as a woman."

"Maps are boring."

Other answers:

1

"The French exhibition didn't suit my taste. It wasn't arranged clearly enough."

"I have no liking for antique glass ware."

No opinion/No answer:

*
6%

* Less than one half of one per cent.

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the British pavilion least":

"Why did you like the British pavilion least?"

Fair exit

The exhibition aimed too pointedly at the attraction of tourists:

1%

"This exhibition only aims at the promotion of tourism and does not show any individual features of the country itself."

"It was all propaganda for holiday tours. I did not like that."

The set-up was uninviting:

*

"It was gloomy and did not appeal to me at all."

"The whole set-up was rather uninviting and chaotic."

Other answers:

1

"The pictures showing the English landscape were boring and tiring."

"I noticed that the famous English tweeds were missing at this exhibition."

No opinion/No answer:

1
3%

IF "I liked the Canadian pavilion least":

"Why did you like the Canadian pavilion least?"

There were too many pictures and graphs:

6%

"A display of pictures, that's all there is!"

"I didn't like it so much because everything is only represented in pictures."

"There are too many maps and pictures."

"They exhibit too many graphs and statistical tables."

The pictures were not illustrative enough:

1

"They only show a few people who emigrated from other nations. Such pictures are boring."

"I liked the Canadian pavilion least because the pictures shown there don't give you an idea of what life is like in Canada."

Other answers:

1

"It's not very interesting. They don't show enough technical devices."

"Too few products were shown which the Canadians grow or manufacture themselves."

8%

* Less than one half of one per cent.

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the Italian pavilion least":

"Why did you like the Italian pavilion least?"

Fair exit

Too much attention was given to the display of food:

3%

"They displayed too many food articles. Italy has so many other industries which should have been considered."

"They displayed too many agricultural products, as for instance wine."

"They displayed too many alcoholic beverages."

Other answers:

1

"Italian fashion and shoes did not appeal to me much."

"In my opinion, the Italian pavilion was something of a travel-office."

No opinion/No answer:

$\frac{*}{4\%}$

IF "I liked the Belgian pavilion least":

"Why did you like the Belgian pavilion least?"

It was poor and insignificant:

1%

"The objects offered in the Belgian pavilion can be seen everywhere. They aren't suited for an exhibition at an International Trade Fair."

"It isn't much the Belgians show, just the minimum necessary to get a booth at the Fair."

Other answers:

1

"The exhibition in the Belgian pavilion is too one-sided. It consists mainly of products of the metal industry while other branches of the Belgian industry, textile manufacturing for instance, and colonial products are neglected."

No opinion/No answer:

$\frac{*}{2\%}$

* Less than one half of one per cent.

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the Dutch pavilion least":

"Why did you like the Dutch pavilion least?"

Fair exit

Too much stress was laid on agricultural products while technical exhibits were neglected:

1%

"They could have shown less agricultural products."

"As usual, the Netherlands exhibited flowers instead of offering technical exhibits."

The exhibition as such was poor:

1

"The exhibit is poor. It consists almost entirely of ship models."

"They didn't spend much effort on this exhibition. They mainly showed ship models."

Other answers:

1

"The mock-up of the aircraft wasn't very interesting."

"I didn't like the ship models."

3%

IF "I liked the Austrian pavilion least":

"Why did you like the Austrian pavilion least?"

It offered almost exclusively photos and prospectus:

2%

"The Austrians displayed only photos and no objects."

"All they offered were travel prospectus."

"Nothing but photos and prospectus, that made the whole thing so lifeless."

It was poor and insignificant:

2

"The booth looked so poor. The Austrians obviously are short of money."

"They didn't display enough articles which typify the character of the country."

Other answers:

1

"Too much stress was laid on fashions while industrial products were only rarely displayed."

"Food stuffs all over again. They'd be better off displaying some typical examples of Austrian needlework. That's what people are interested in."

5%

© Some respondents gave more than one answer.

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the Spanish pavilion least":

"Why did you like the Spanish pavilion least?"

Fair exit

The only exhibits are canned food and wine bottles:

2%

"There were only canned food and wine bottles to be seen but nothing of interest to me."

"In this pavilion there was absolutely nothing to see except a few empty wine bottles and some preserves. That won't do for an exhibition."

Other answers:

1

"There was a layer of dust on the fruit they exhibited. Everything looked rather dirty."

"There was hardly anything to be seen except posters."

No opinion/No answer:

*
3%

IF "I liked the Swiss pavilion least":

"Why did you like the Swiss pavilion least?"

LIST

"I am not interested in clothing material, in laces and things like that. That is meant more for for women."

"The cloth fabrics were a bit boring for me as a man."

"The Swiss exhibit had no personal touch. The arrangement of watches was a bit poor."

"There is not enough light in the booth, and the ventilation is bad."

1%

* Less than one half of one per cent.

"Which of the pavilions or special exhibitions listed on this card did you visit?"

IF more than one visited:

"Which of these exhibitions or pavilions left the worst impression on you?"

IF "I liked the Pavilion of the Nations least":

"Why did you like the Pavilion of the Nations least?"

LIST

Fair exit

"All I saw were tins. That's rather dull."

"You actually saw nothing. Advertising for canned food, that was all."

"It was a bit monotonous, there was no variety in the display. The individual stalls for the nations were too small."

"There was too much advertising of food items. That does not belong in an industrial exhibition."

"It was a display of mostly insignificant items selected at random from the various products of a nation."

"If I want to see tins, I might as well look into a shop-windows."

2%

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